T.V. CABLE CORPORATION
501 Main Street
VAN BUREN, ARKANSAS
Dial 474-6809
42956

Garden State CATV Inc.
9 West Shore Trail, Sparta, N.J. 07871

CABLE TV
Karlen Communications, Inc.
1205 Main - P. O. Drawer I
Great Bend, Kansas 67530

Multi-View Systems of Woodland
Incorporated
P.O. Box 587
Woodland, California 95695

Cooper
1975 Workbook

A MARKETING PROFILE

OF THE CABLE TELEVISION INDUSTRY

WARNER CABLE OF COLUMBUS INC
4284 North High Street
Columbus, Ohio 43214

CABLE TELEVISION COMPANY OF ILLINOIS
P. O. BOX 171
FAIRBURY, ILLINOIS 61739

alliston ontario

HIGH SIERRA COMMUNICATIONS
Susanville Cablevision/Burney Falls Cablevision
43 North Roop Street
nville, Ca. 96130

borden cable television limited 93 vict

TELEPROMPTER CABLE TV
Garden State TV Cable Corp.
19 North East Avenue
Vineland, N.J. 08360

VIDEON Cable TV

CABLE VISION TV "HAPPY VISION"

TELE-CABLE Videotron LTÉE
325 CHEMIN TOURNELLE,
VILLE LAVAL, P.Q.

Cornwall Cablevision Inc.
517 PITT STREET CORNWALL, ONTARIO K6J 3R4

CRANBROOK TELEVISION LIMITED
45 - 9TH AVENUE S.
CRANBROOK -- B. C.

PERRY CABLE TV
THE PERRY CABLE TELEVISION COMPANIES
10435 Ironwood Road
Post Office Box 14127
Palm Beach Gardens, Florida 33403

CONDUCTED DURING AUGUST/SEPTEMBER 1974 BY:

CATJ - the COMMUNITY ANTENNA TELEVISION JOURNAL

4209 NW 23rd, Suite 106

Oklahoma City, Oklahoma 73106

(405) 947-4717

Celeste Rule, Managing Editor

GENERAL TELEVISION
220 EAST MAIN ST.
SALISBURY, MARYLAND 21801

September 19, 1974

DEAR CATV SUPPLIER:

Some five months ago the Community Antenna Television Association brought out the first issue of CATJ - the Community Antenna Television Journal.

The CATJ format was strikingly different than other CATV trade journals. We were even so bold as to adopt a smaller, near-pocket-sized format; knowing full well that this would require special advertising layouts for only CATJ.

We were told, early on, that CATJ would probably attract a small, loyal following. The emphasis was on small.

We were told, early on, that we would "run out of material"; after all, what can you say about CATV technical techniques that is new and worth reading, after a few issues?

We were told that CATA would use CATJ merely as a political pawn in the CATV battle arena.

And we smiled alot. Because we knew differently.

Enclosed here is your own copy of our just completed 'PROFILE OF THE 1974 CATV INDUSTRY'. This is a story of the fears, the concerns, and the desires of the 1974 CATV market. It is also a story of how one small Oklahoma magazine has made it big in the industry; to the point of now dominating the reader habits of upwards of 6,000 industry personnel each and every month.

And this is the story of the growth of that magazine, in paid subscriptions and page content totals.

We believe you will find this study of interest, and we also believe it may change your thinking about the true width and depth of the 1974 cable television industry. It is alive and moving if you as a supplier are ready, willing and able to adapt to its changing face.

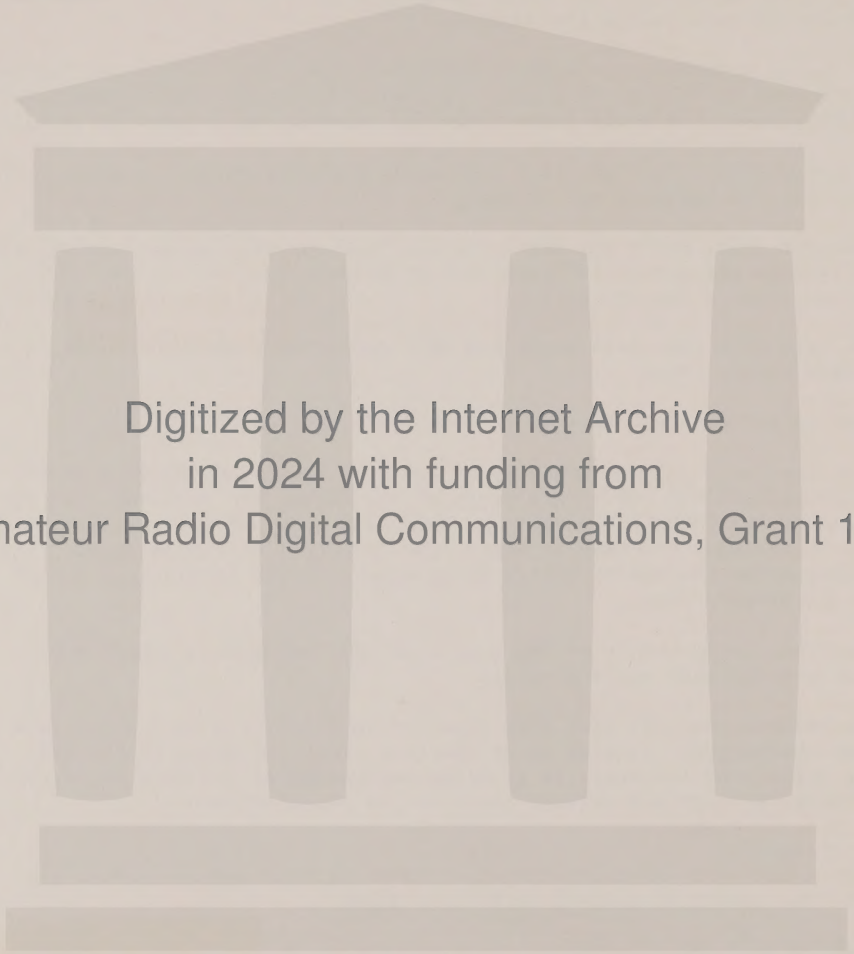
Most sincerely,

CATJ - the COMMUNITY ANTENNA TELEVISION JOURNAL

Celeste Rule

Celeste Rule
Managing Editor

COMMUNITY ANTENNA TELEVISION JOURNAL • 4209 N.W. 23 • SUITE 106 • OKLAHOMA CITY, OKLA. 73107



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https://archive.org/details/marketingprofile00unse

A HISTORY OF CATJ

Before there was a CATJ, there was a mass mailing to more than 8,000 people in the CATV business; a mass mailing that announced CATJ and solicited advance subscriptions.

The pre-publication mailer promised CATJ would "...be a magazine that is all about designing, operating and maintaining off-the-air television distribution systems". And, we promised "...a nuts and bolts magazine filled with practical operational material".

CATJ is published by the Oklahoma based nationally oriented Community Antenna Television Association, Inc.; a non-profit (member owned) trade association. The CATA Board of Directos has delivered an exceedingly simple (and concise) mandate to the CATJ staff:

> "Break even; do not make money. Rather, see that the cable industry finds in CATJ a complete and comprehensive discussion of all facets of CATV."

And, we have been told:

> "Maintain the lowest % possible of advertising, keeping editorial content as high as possible. Solicit sufficent advertising support to cover only operating and distribution costs".

These policies have been followed in each of the five issues to date.

CATJ GROWTH TO DATE

Within weeks of the pre-publication mailing, over 500 CATV people had pre-subscribed. Within two weeks of the issuance of the second issue, subscribers pushed past 1,500. The paid circulation is expected to push beyond 3,000 by the end of September.

Community Antenna System
Hillsboro, Wisconsin 54634

Community
4209 N
Oklaho

Cox Cablevision Corporation
P.O. Box 375.
Long Beach. Washington 98631

SWITZER ENGINEERING SERVICES LIMITED
5840 Indian Line
Mississauga, Ontario
L4V 1G2

Air Mail Par avion

CATJ has comprehensive cross-referenced mailing lists prepared with the assistance of several private (manufacturer) lists. Extensive CATA system files were utilized to update the lists from company names to individual + company addresses. These lists are kept in separate categories by computer so that (for example) all systems with fewer than 500 subscribers, or, all TV station chief engineers, etc. can be "called up at will" for direct mailing purposes.

All lists are updated weekly from two Washington, D.C. sources; based upon all filings made with the FCC in the CATV area, and, all franchising activities reported in local and regional newspapers.

All lists and additions to the lists are "purged with first class mailings" to insure that any incorrect listings are corrected or eliminated.

MONTHLY CATJ CIRCULATION

Each month CATJ is mailed out to 6,000-plus recipients. With approximately 3,000 paid subscribers, the balance of the month's mailing is made up by selected and rotated segments from the master 13,000 CATJ mailing list. All "sample copies" are currently mailed in envelopes with a special cover letter enclosed urging recipient subscription.

Recently special promotions have begun in the area of all systems with more than 5,000 subscribers, and, to all MSO groups. Systems with 5,000 and more subscribers are being urged to subscribe to CATJ for their employees; bulk technician/installer subscriptions are being entered by companies for their employees. The record at the moment happens to be 16 technicians for an Ohio system. MSO groups have been subscribing for all of their systems for many months, although the program will continue. The record in that area happens to be more than 50 subscriptions from a single group operator.

GROWING TO 64 PAGES - DECEMBER/JANUARY

With such an impressive growth in the subscription area, it is not surprising that growth in the size of CATJ is also just around the corner.

Sammons Communicatio
918 LANDER AVENUE
P. O. BOX 1863
TURLOCK, CALIFORNIA 9538

Alva Community TV,
603 College Phone 327-
Alva, Oklahoma 73717

TELECABLE
TELECABLE DI
336 RUE DU ROI,

Based upon present plans, the page total will grow from 48 pages to 64 pages with either the December 1974 or January 1975 issue.

Growth in book-size is related to the need to expand the editorial content. The amount of industry contributed material has grown dramatically in the past months. In addition to reader contributed articles, a very large percentage of the increase is due to reader requests, suggestions and article ideas. CATJ is extremely responsive to the reader interest shown; and the need to expand the size of CATJ is related to that reaction.

With 33% more page space available, CATJ will be able to increase the amount of editorial content accordingly. However, with the increase in pages, the advertising load will continue at a low level. Our mandate to provide as much editorial material as possible will continue.

ADVERTISING IN CATJ

Inspite of our rapid growth in paid circulation and the new growth in book size, there is no increase in advertising rates. For your convenience, CATJ rates from Rate Card Number One are re-listed here:

Advertisement Size	12X	6X	3X	1X
One Page	$433.	$459.	$484.	$510.
1/2 Page	$260.	$275.	$291.	$306.
1/4 Page	$156.	$166.	$175.	$184.
1/8 Page	$ 93.	$ 99.	$104.	$110.

Specified positions and extra color are available at nominal extra cost. The full rate card is also available upon request; all rates are agency commissionable for camera ready artwork.

The ultimate start of the expanded 64 page CATJ depends almost entirely upon our receiving long term (ie. 6 times or longer) commitments for adequate advertising support to insure that once the jump is made to 64 pages it will be able to continue.

When the advertising space for 64 pages is filled, no additional space will be available until CATJ has sufficent additional advertising support to grow to 80 pages.

HARDIN Print
700 W. SECOND STREET • OWENSBORO, K

PETER A. PURVIS
2040 St. Louis Avenue
Signal Hill, California 90806

COMMUNITY
4209 N.
AVENUE

Maclean-Hunter
CABLE TV
499 MacGregor Ave.,
London, Ontario
N6J 2K9

1974 MARKET STUDY METHODOLOGY

In the August 1974 issue of CATJ (our fourth issue) a "Two-Way Reader Talk Back Card" was bound into the magazine. Within certain limitations of control, this issue-with-card was pricipally circulated to paid subscribers only.

Readers were asked to complete any or all of the card and return it to CATJ. The individual completing the card was not required to fill in his name, nor was he required to fill in any more of the card than he wished. No inducements were offered for returning the card. The reader had to remove the card from CATJ, and place it into his own envelope and provide his own postage.

Side one of the card appears here.

ABOUT CATJ as a publication:

(1) I rate CATJ . . . ✓ . Excellent . . . . Good . . . . Fair . . . . Poor overall.

(2) In rating CATV publications I rate:

(A) **Best for me:** . . ✓ . CATJ . . . . TV & C . . . . BM/E . . .Cable News . . . .CATV Weekly

(B) **Worst by me:** . . . CATJ . . . . TV & C . . ✓ . BM/E . . . .Cable News . . . .CATV Weekly

(C) I read: (in addition to CATJ)

TV & C	. . . .and I read it . . ✓ .	cover to cover . . . . flip through
BM/E	. . . .and I read it	cover to cover . . ✓ . flip through
Cable News	. . . .and I read it . . ✓ .	cover to cover . . . . flip through
CATV Weekly	. . . .and I read it . . ✓ .	cover to cover . . . . flip through
_____	. . . .and I read it	cover to cover . . . . flip through
_____	. . . .and I read it	cover to cover . . . . flip through

(3) For me . . .

CATJ is . . . . too technical . . ✓ . not technical enough . . . . just right

CATJ is . . . . physically a good size . . . . too small

CATJ is . . . . has too much material . . . . has too little material

. . ✓ . is alright as it is

CATJ in-depth treatment of material is . . ✓ . appreciated . . . . not appreciated

(4) The best article CATJ has run to date was Channel Commander 1st

(5) The worst article CATJ has run to date was _____

(6) I would like to see **more articles** dealing with:

(A) Equipment (Head-end Type)

(B) Ideas in wiring Apartment complexes

(C) Strand mapping

(7) I would like to see **fewer articles** dealing with:

(A) _____

(B) _____

(C) _____

(8) I . . . ✓ . am . . . . am not interested in building my own test equipment.

(9) I . . . . have seen the CATJ Head End Wall Chart, and I rate it:

. . ✓ . Excellent . . . . Good . . . . Fair . . . . Poor

(10) I think CATJ should do wall charts on:

(1) _____

(2) _____

(3) _____

(11) I subscribe to CATJ:

. . ✓ . Through my company

. . . . For myself personally

I Enjoy your Publication!

Side two of the card appears here.

TWO-WAY TALK BACK CARD - continued:

ABOUT THE INDUSTRY today:

(1) The biggest single problem this industry has today is: Too many groups trying to control us

(2) After that problem, the next biggest is: Lack of good inexpensive test Equipment

(3) I am:
. . . .happy with the Copyright Bill reported out of the full Senate Committee (See July CATJ CATA-torial)
. . . X unhappy with the Copyright Bill
. . . .could care less whether we pay copyright or not

(4) In my opinion, the FCC Cable Bureau is:
. . . .doing a good job
. . X .trying hard, but failing
. . . .

(5) In my opinion, I think the seven FCC Commissioners:
. . . .have a good enough understanding of CATV to regulate us
. . X .lack sufficient understanding of CATV to regulate us
. . . .

(6) The CATV supplier I am happiest with at the moment is: AVA Electronics

(7) The CATV supplier I am unhappiest with at the moment is: Ceral - V, Kaw

(8) In the present state of the industry, I am:
. X .going ahead with expansions, rebuilds
. . . .sitting tight and waiting to see what happens
. . . .

ABOUT ME:

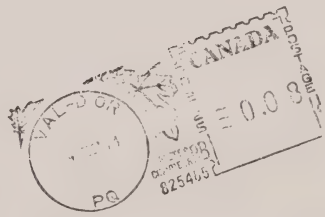
(1) I am:
. . . . installer . . . . tech . . X engineer . . . . manager . . . . owner
. . . .

(2) The system I am connected with:
has approximately 6000 subscribers; carries 15 channels

(3) (Optional)
Name Gerald Burman
Address 1916 Francis
City Jackson State Michigan 49203

--Please Mail To CATJ--
Attention: Heather Pennington
CATJ - Community Antenna Television Journal
4209 N.W. 23rd. St. Suite 106
Oklahoma City, Oklahoma 73107

Of the total paid subscriptions at the time the August issue was mailed, 6.4% had returned the card to CATJ within 22 days of the date of the publication's mailing. Ultimately, 9.1% returned the cards by the time this marketing study was sent to the printer. However, the study results reflected here are at the 6.4 % level. No significant changes took place in the additional returns.



Study results begin on the next page.

READERS RATE INDUSTRY'S BIGGEST PROBLEMS

Most the the CATV trade press deals to a large extent with blow-by-blow accounts of the industry's problems.

CATJ asked readers:

> "(What) is the biggest single problem in the industry today?"

The greatest single categorey response was an overwhelming:

> "Too Much Regulation".

More than 20% of the respondents chose that topic and they did so on their own, with no multiple-choice options.

More than 10% of the respondents listed the biggest problem as:

> "The FCC".

And between 5 and 10% of the respondents said their biggest industry problem today was:

> "Money"; or
> "Blue Sky Promises"; or
> "Co-Channel Interference"(!)
>
> (Oh for the good old days when co-channel interference was such a life and death situation!)

Other significantly mentioned (but under 5% of total) categories included:

> "Non-duplication"; or
> "Lack of personnel technical training"; or
> "CATV's Public Image".

Just under 80% of all respondents to the CATJ card survey elected to complete this question.

AND THE NEXT BIGGEST PROBLEM

Because few CATV industry people believe we have only one single problem, we then asked:

> "After that problem, the next biggest problem is:"

Nearly 13% of the respondents chose (not surprisingly):

> "Too much regulation".

CLEARVIEW CABLE, INC.
US HWY 17 & 8TH AVENUE SOUTH
SURFSIDE BEACH, SC 29577

RALPH E. BOYER - Contracto
P.O. BOX 927 — 910 S. KINGSHIGHWA
SIKESTON, MISSOURI
63801

CONTINENTAL CABLEVISION
OF MERRIMACK VALLEY, INC.
466 Essex Street • Lawrence, Massachusetts 01840

Between the first question (22% said regulation) and the second (problem) question (13% said regulation) we have 35% of the respondents decrying regulation excesses as the biggest problems in the industry today.

Between 5 and 10% of the respondents to the second question then chose as the second biggest problem:

"Copyright"; or
"Poor Plant/Head End Engineering"; or
"Non-duplication"; or
"Lack of personnel technical training"; or
"Shrinking profits"; or
"New Construction Money".

More than 68% of the respondents answered the 'Second Biggest Problem' query.

COPYRIGHT RESPONSE

Seemingly forever, the 'copyright question' has plagued CATV.

Less than 4% of the respondents indicated they were happy with the 'copyright settlement';

Just over 6% 'could care less' about the copyright problem;

However, only 51% were unhappy enough with the settlement to respond negatively.

Nearly 40% of the survey respondents did not answer this question; indicating no interest or knowledge in the area.

BAD MARKS FOR FCC CABLE BUREAU

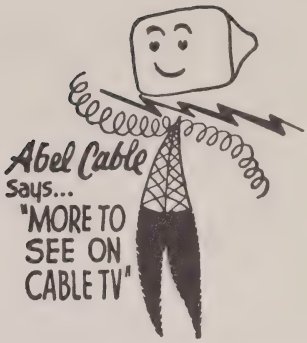
The 'image' of the Cable Television Bureau, based upon the CATJ study, is not very good.

Just over 6% of the responses indicated they felt the Bureau was doing a good job;

Around 49% felt the Bureau was trying hard but failing;

Another 6% felt (and they wrote this in) "does not understand the problems of smaller system operators"; And approximately 4% wrote in various epithets that are best expressed by this response quote: "(they) are not worth a damn".

Only 65% of the respondents felt motivated to comment on the job they felt the Cable Bureau was doing.



CLEARVIEW CABLE TV BOX 3172 TALLAH

CONTINENTAL CABLEVISION OF NEW HAMPSHIRE, INC.
125 MAIN STREET SOMERSWORTH NEW HAMPSHIRE 03878

AND BAD NEWS FOR SEVEN COMMISSIONERS

If the image of the Cable Bureau (which is after all the cable entity at the FCC) is bad, the image of the policy makers (the seven Commissioners) is even worse.

Approximately 4% felt the Seven Commissioners have a good enough understanding of CATV to regulate it;

More than 57% believe the Seven Commissioners do not understand cable well enough to regulate the industry (and the epithets here are choice, but unprintable!);

Another 4+ % made some comment about the Seven Commissioners being tied too closely to broadcast interests to regulate cable.

As with the Cable Bureau, approximately 66% of the respondents felt compelled to answer this question.

DO READERS LIKE YOU?

We asked readers to list the manufacturer they were happiest with (at the moment, we said), and, unhappiest with (also at the moment).

We will not divulge how readers rated manufacturers here (you can ask us how you did however); but will note that:

49% of the respondents did list a manufacturer they were 'happiest with';

40% of the respondents did list a manufacturer they were unhappy with.

WHO READS CATJ?

You should find the readership break down by duty or job status interesting; we did.

8% are installers (today's installers are tomarrow's managers!);
18% are technicians (today's techs are tomarrows engineers!);
24% are engineers (today's engineers specify equipment to be bought!);

Let's stop right here long enough to note that exactly 50% of our readers are in the technical end of the business as their primary job responsibility.

Richwood T-V Cable Co.
P. O. Box 670
Richwood, West Virginia 26261

CAMDEN CABLE TV
39½ N. COURT SQUARE
CAMDEN, TENN. 38320

Pioneer Valley CABLEVIS
409 MAIN STREET PALMER, I

WELSH COMMUNICATION
a division of Premier Cablevision Ltd.
43 RAILSIDE ROAD
DON MILLS ONTARIO
M3A 3L9

PLAN TO ATTEND
CES'74
RESOURCES AND COMMUNICATIONS FOR EDUCATION AND INDUSTRY
TUES. WED. THURS.
OCT. 22, 23, 24
TORONTO

ATTENTION:

25% are system managers (today's managers specify equipment and services!);
20% are system owners;
And, 5% are in 'other' categories.

More than 88% of the respondents identified their job function for the study.

WHAT SIZE ARE READER SYSTEMS?

System size is of course a major factor in your determination of the market area which CATJ reaches.

10%
Under 250 subscribers - 11% of all readers

However, this group makes up nearly 14% of all U.S. systems.

20%
250-1,000 subscribers - 43% of all readers

This group makes up 37% of all U.S. CATV systems.

35%
1000-3,000 subscribers - 16% of all readers

This group makes up 23% of all U.S. CATV systems.

20%
3,000-10,000 subscribers - ~~11%~~ of all readers

This group makes up 18% of all U.S. CATV systems.

15%
Over 10,000 subscribers - ~~19%~~ of all readers

This group makes up 8% of all U.S. CATV systems.

79% of all respondents identified the system size with which they are associated.

Interestingly, CATJ is exceedingly strong with 250-1,000 subscriber systems (where the good rural growth is) and with the 10,000+ subscriber systems (where the good metropolitan growth remains).

ARE READERS SPENDING MONEY RIGHT NOW?

We asked readers to indicate whether the current conditions in the industry were affecting their expansion/construction plans. Approximately 53% of the respondents indicated their systems were:

"Going ahead with new construction/expansion" -72%;
"Sitting tight" -28%.

BROADWAY MAINTENANCE CO
Largest Service House in the U
4242 NORTH BROAD STREET • PHILADELPHIA,

WASECA CABLE TELEVISION
505 S. State Street
WASECA, MINNESOTA 56093

united CABLE
• P.O. BOX 658 • MANCHESTER, NEW H

1975 vs. 1974

HOW READERS RATE CATJ

Readers were asked to tell us about their reading habits, and to rate the format, material and effec tiveness of CATJ.

"I rate CATJ:

1975

Excellent - 68% of respondents — 85.4% 83.6%
Good - 27% of respondents — 12.5% 14.8%
Fair - 5% of respondents — 2.1% 1.6%
Poor - 0% of respondents — 0.0% 0.0%

49% 100% 88% 87% of respondents rated CATJ.

"Best for me:

98.5%

CATJ - 86% of respondents — 98%
TVC - 8% of respondents — 0%
BME - 3% of respondents — 0%
Cable News - 3% of respondents — 0%
CATV Weekly - 0% of respondents
BCSTNS — 2.0% 1.5%

86% 82% 76% of respondents indicated a magazine preference.

"Worst for me:

CATJ - 0% of respondents — 0
TVC - 10% of respondents — 10% 11.5% TVC
BME - 43% of respondents — 37.5% 42.3% BME
Cable News - 24% of respondents — 30% 28.8% C/N
CATV Weekly - 23% of respondents — 7.5% 5.8% C/W
CABLE TECH — 15.0% 11.5%

86.2% 82% 80% only 45% of respondents indicated "worst for me".

"I read (in addition to CATJ):

Magazine	Cover to Cover	Flip Through	No Response
TVC ~~64%~~	89.2% ~~34%~~	24%	42%
BME ~~62%~~	80.0% 17%	40%	43%
C/N ~~45%~~	75.4% 17%	24%	59%
C/W ~~47%~~	63.1% 32%	13%	55%
CJT -	4.6%		

83% of respondents indicated which publications are read.

"CATJ is:

Too Technical - 14%
Not Technical Enough - 11%
Just Right - 75%

77 % of all readers indicated a response.

"CATJ is:

NEVADA TV CABLE CO.
P. O. BOX K
314 W. CHERRY
NEVADA, MO. 64772

WTAJ-TV
5000 Sixth Avenue
Altoona, Pennsylvania 16602

LOWER BUCKS CABL
Post Office Box 701, Levittown, Pa

WELCH ANTENNA COMPAN
P. O. Box 553
WELCH, W. VA. 24801

RETURN REQUESTED

There's More To See
On Cable TV

Physically a good size - 91%
Too small - 9%

72% of readers had a size opinion.

"CATJ has:

Too much material - 0%
Too little material - 16%
(is) alright as it is - 84%

79% of readers indicated a response here. The increase in magazine 'size' to 64 pages should improve our marks here with the 16% who felt we were too 'thin'.

"CATJ's in-depth coverage is:

Appreciated - 98%
Not appreciated - 2%

66% of the readers commented.

HIGHEST RATED ARTICLES RUN TO DATE

A large percentage of the letters CATJ receives relate to specific articles which have appeared in the publication. In our survey, we asked the respondents to note articles they especially liked and those they did not.

31.8% mentioned our June article on Co-Channel elimination as a favorite;

27 % mentioned our July article on Parabolic Antenna design as a favorite;

18 % mentioned our June article on field repairs to the Commander-I as a favorite;

In the "not so favorite categorey" we heard about the 1-Way Signaling article appearing in the August issue.

We also asked readers to indicate whether they were inclined to build their own CATV (simple) test equipment; if we showed them how. We have run a pair of "how to do it" articles to date, and both have drawn very high mail comments.

70% indicated they were interested in building their own test equipment!

We also asked readers to suggest article ideas; material they would like to see discussed. We

COLUMBUS CITY SCHOOLS
P. O. BOX 947
COLUMBUS, NEBRASKA 68601

Kirchner TV Co
111 Keystone St
Meyersdale, Pa

Fetzer Broadcasting Company
590 WEST MAPLE STREET
KALAMAZOO, MICHIGAN 49001

Leonard Gutierrez
CENTRAL CALIFORNIA COMMUNICATIONS CORPORATION
P. O. BOX 1651, SALINAS, CALIF. 93901

Attention: H

received over 100 different categorey-suggestions. Some of the more frequently mentioned topics were:

More on Equipment Repairs and Alignment (over 10%);
Practical Ways to Make FCC Measurements;
More Simple, (accurate) test equipment;
More on Co-Channel Elimination;
More Reports on What FCC is 'really' doing;
Articles on Head End Problems/Solutions;
Articles on Cash Flow Computation;
Step-by-step instructions for house drops;
Identification of set v.s. cable problems;
Build-it-yourself local origination equipment;
Lightning Protection for plants/head ends;
and so on.

CATJ WALL CHARTS RATE HIGH

Our first in-the-series CATJ Wall Chart, released in late May and dealing with CATV off-the-air interference problems, got good marks with the survey. And we had more than 20 suggestions for new, different categories of wall charts.

55% rated the wall chart as excellent;
23% rated the wall chart as good;
22% rated the wall chart as fair.

Additional CATJ Wall Charts, now in preparation, will deal with set v.s. cable problems (at the drop); step by step FCC Measurements techniques; and step by step equipment trouble shooting techniques.

WHERE READERS SUBSCRIBE TO CATJ

Finally, we asked readers to tell us whether they subscribe to CATJ through their company (ie. company picks up the tab) or for themselves personally (ie. they pay for it themselves). We found:

59% subscribe through their company;
41% subscribe for themselves.

SURVEY/STUDY SYNOPSIS

The 1974 CATJ Readership Survey taught us a few things; and reconfirmed many other ideas and concepts we had all along.

Now more than ever we feel we are producing a first-rate, genuinely useful publication that people read and re-read; study and carry with them. The level of requests for back issues grows weekly; to the extent that we are out of most issues now.

The CATV industry has been data-hungry for more than 20

PANTHER VALLEY S
P. O. BOX 25
ALLAMUCHY, N. J.

Johnnie W. Holcomb
Hawk's Electronic Service
P. O. Box 464
Appalachia, Virginia 24216

Burns-Hines TV
85 East B st
Burns, Oregon
9772

Zimmerman's Electronics
ENGINEERS · CONTRACTORS · DI
CATV EQUIPMENT
SIX MILE RUN, PENNA.

Att: Heath

years. Information has always been hard to find, and of questionable parentage when you did find it.

When CATJ was conceived, it was with the strong feeling that as long as we addressed ourselves to providing down to earth practical information, subscription support and advertising would take care of themselves.

That policy has not changed; nor will it.

During the next two or three issues, while we are in transition between our present 48 pages and our next growth phase of 64 pages, the advertising percentage of total content will increase substantially. Many suppliers are coming in ahead of the 64 page expanded CATJ, and it is very difficult to say "no" to someone who wants to run a 12 time schedule in 1975, and who wants to run through the balance of 1974 as well.

We have a few more pages to sell to make the 64 page format "break even". And if your company is not one of those who has already made a commitment for 1975, we hope you will seriously consider CATJ in your 1975 advertising plans.

NOTE:

Material presented in this study is subject to the usual limitations of sampling-studies. We believe the accuracy of the survey is very high, and we have reflected the responses exactly as they have been received and totalized.

Permission is herein granted for use of any of this material by any CATV supplier, provided only that if used, CATJ is provided with a copy of the material used.

Thank you.

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Horseshoe Ben
PH 501 322

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Suite
Oklaho

SPECIAL ANNOUNCEMENT - 1-3rd PAGE CARD INSERTS

Effective with this announcement, a special reply card advertising program is being offered by CATJ. Here is how it works:

Each month CATJ binds into the publication a card stock reply card; we have been utilizing this card to solicit direct by mail subscriptions, and for our magazine readership surveys.

We will now offer use of this card to our advertisers. This allows you to "tap our mailing list" by offering literature, data sheets, etc. directly to CATJ readers. The card will perforate out of CATJ and will be mailed directly to you by readers requesting data or information.

A maximum of three such cards per issue will be available. They are being sold on a first-come, first served basis.

The cards are available in one size only, and you would typically use one side of the card for your message and provide a space for the reader to fill in his name and address; the second side of the card will be for your address and your "Postage Paid" reply information.

We encourage you to utilize this card in conjunction with your regular advertising copy; as an "extra" to take the reader from the first interest in your product or data to the second step of sending off for additional information on that product.

Two separate rates will apply; one for card use only, and the second for card use with a companion 1/2 page or larger advertisement. Those who use the card insert in conjunction with a 1/2 page or larger advertisement enjoy substantially lower card insert rates.

Mechanics:

(1) Card in postage-weight stock, colored stock, with the base color ink chosen by CATJ.
(2) There are no limitations on half-tone use.
(3) The card insert measures:

18 picas high by 34 picas wide (3" high by 5-5/8" wide)

(4) Copy is to be camera ready, and include copy for both front and rear sides. Copy can be keyed to companion 1/2 page or larger advertisements and CATJ will strip-in the keyed page number reference on both the card and in your regular copy.

Rates:

(1) For card use only (ie. no companion ad):
1X - $306.00; 3X - $291.00; 6X - $275.00; 12X - $260.00

(2) For card use with companion 1/2 page or larger same-issue ad:
1X - $245.00; 3X - $233.00; 6X - $221.00; 12X - $208.00

Special:

Second color available at $110.00 extra per extra color.